

## **ABSTRAK**

Penelitian Ini berjudul “ Analisis Pengaruh Kualitas Produk, Harga, Promosi Dan Kualitas Layanan Terhadap Keputusan Air Minum Dalam Kemasan MoyaMu”. Penelitian Ini bertujuan Untuk mengetahui pengaruh Kualitas Produk (X1), Harga (X2), Promosi (X3) Dan Kualitas Layanan (X4) Terhadap Keputusan Pembelian (Y), Dalam penelitian ini Data Dikumpulkan dengan alat bantu Kuisisioner terhadap 80 Responden dengan menggunakan Teknik Stratified Random Sampling , berdasarkan hasil analisis Regresi Linear Berganda menunjukkan bahwa Kualitas Produk (0,606), Harga (0,175), Promosi (0,299), Kualitas Layanan (0,465)berpengaruh secara parsial terhadap keputusan pembelian (Y) dengan arah positif. Hasil Uji hipotesis didapat bahwa bauran Pemasaran terdiri dari Kualitas Produk, Harga, Promosi Dan Kualitas Layanan berpengaruh secara signifikan secara parsial terhadap keputusan pembelian Air Minum Dalam Kemasan MoyaMu.

**Kata Kunci : Kualitas Produk, Harga, Promosi dan Kualitas Layanan dan Keputusan Pembelian.**

## ABSTRACT

This Study entitled “Analysis Of Effect Quality Product, Price, Promotion And Quality Of Service On The Decision Of Purchase Drinking Water In Packaging MoyaMu”. This Study is aimed to know the effect of Quality Product (X1), Price (X2), Promotion (X3) And Quality of Service (X4) The Purchase Decision (Y), In this study data were collected with a questionnaire to the 80 respondent using Stratified Random Sampling technigue based on the result of multiple linier regression analysis showed that the of quality Product (0,606), Price (0,175), Promotion (0,299) And quality of service (0,645) partially significant effect on purchasing decision (Y) with the positive direction. Hypothesis test the result obtained that the marketing which consist of quality Product (X1), Price (X2), Promotion (X3) And quality of product (X4) on purchase partially significant on purchase decision and independent variabels consisting of quality Produk, Price,Promotion and quality Of Service on eously signifficant Partially effect on Purchasing decision Drinking Water In Packaging MoyaMu.

**KeyWord : Quality product, Price, Promotion, Quality of Service And Purchase Decision.**